Amendments to the Claims:

1. (Currently Amended) A method for converting deliverables, the method comprising:

preparing a plurality of deliverables for conversion to a plurality of different formats suitable for presentation, each deliverable including an associated content item and a corresponding associated format to which to convert the associated content item, each corresponding associated format including at least one specified translated human language;

converting the associated content items using a plurality of parallel processing threads, each thread corresponding to an associated deliverable, whereby each thread converts the associated content item to the corresponding associated format;

compiling the converted deliverables for distribution over a plurality of delivery channels;

posting the converted deliverables as content to the delivery channels; and

delivering the content to a plurality of presentation devices.

2. (Canceled)

3. (Previously Presented) The method of claim 1, wherein preparing the associated content items for conversion comprises customizing the associated content items by specifying a valid identifier that is required to access and present each deliverable at each presentation client.

4-5. (Canceled)

6. (Previously Presented) The method of claim 1, further comprising receiving a request from a user to convert the plurality of deliverables to the plurality of formats suitable for presentation, the request including a selected delivery channel over which to distribute the converted deliverables.

7-11. (Canceled)

12. (Currently Amended) A method for conversion of deliverables, the method comprising:

providing a user interface that enables a user to enter a request for converting a plurality of deliverables to a plurality of different formats suitable for presentation, each deliverable including an associated content item and a corresponding associated format to which to convert the associated content item, each corresponding associated format including at least one specified translated human language;

preparing the associated content items for conversion based on the corresponding associated formats;

converting the associated content items using a plurality of parallel processing threads, each thread corresponding to an associated deliverable, whereby each thread converts the associated content item to the corresponding associated format;

compiling the converted deliverables for distribution over a plurality of delivery channels;

posting the converted deliverables as content to the delivery channels; and

delivering the content to a plurality of presentation devices.

13. (Canceled)

14. (Previously Presented) The method of claim 12, wherein preparing the associated content

items for conversion comprises customizing the associated content items by specifying a

valid

identifier that is required to access and present each deliverable at each presentation client.

15. (Canceled)

16. (Original) The method of claim 12, wherein providing the user interface comprises

providing the user interface that enables the user to enter the request including a selected

delivery channel over which to distribute the converted deliverables.

17-20. (Canceled)

21. (New) The method of claim 1, wherein the corresponding associated format to which to

convert the associated content item is external to the content item.

22. (New) The method of claim 1, wherein the corresponding associated format indicates a

file format to which to convert an associated content item.

23. (New) The method of claim 1, wherein converting includes translating text of a content

item to the specified translated human language when the specified translated human

language differs from the language of the text of the content item.

24. (New) The method of claim 12, wherein the corresponding associated format to which to

convert the associated content item is external to the content item.

25. (New) The method of claim 12, wherein the corresponding associated format indicates a file format to which to convert an associated content item.

26. (New) The method of claim 12, wherein converting includes translating text of a content item to the specified translated human language when the specified translated human language differs from the language of the text of the content item.